

THE SIMCOE REFORMER THE NORFOLK OBSERVER

GOOD-WILL CLUB

CASH and PRIZE COMPETITION

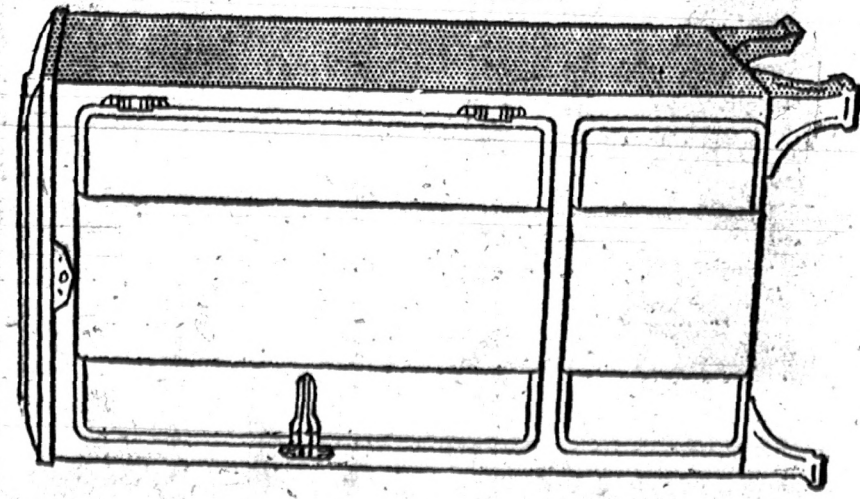
**Featuring a Twice-a-Week News Service at a Combined Subscription Rate
Of Only \$2.00 Per Annum in Canada, If Paid in Advance**

MEMBERS NOW BECOMING ACTIVE

On page one of this issue will be seen a complete list of members enrolled in the competition, and subscribers can now decide to whom they wish to give their support. Subscriptions can be paid either to contestants or at the Simcoe Reformer and Waterford Star office, with vote credits given to any member desired.

Grand Prize Suggestions

Other Valuable Prizes



**"Frigidaire"
Electric**

Refrigerator

—On Display—

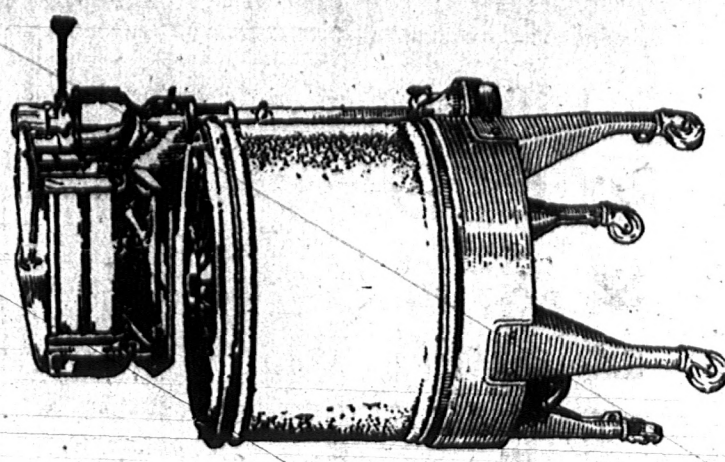
**MARTIN
BROTHERS**
Simcoe

**Three-Piece Chesterfield Suite
or Dining Room Suite**



—On Display—

MOTT BROS. FURNITURE STORE



**"Thor"
Electric**

Washer

—On Display—

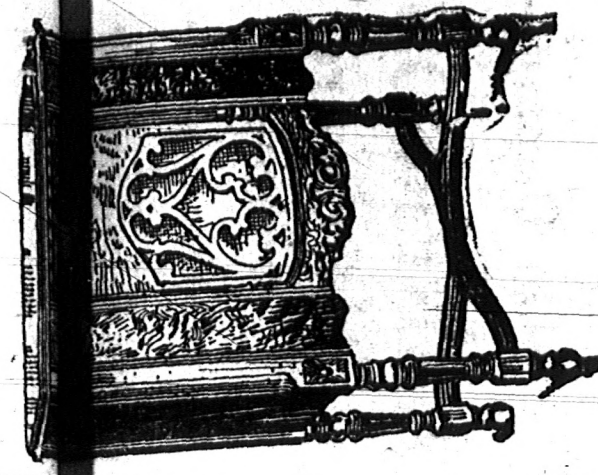
**ANDERSON'S
Hardware**
Simcoe

FOUR-PIECE BEDROOM SUITE



—On Display—

**FALLS' DEPARTMENT STORE
Limited, Simcoe**



**Victor
Radio**

---On Display---
**PARK'S
Drug Store**
Simcoe

— Guaranteed Cash Remuneration in Addition to Regular Prize Awards —

FIRST PRIZE	SECOND PRIZE	THIRD PRIZE	FOURTH PRIZE	FIFTH PRIZE	ALL OTHER PRIZES
\$100.00	\$50.00	\$25.00	\$15.00	\$10.00	\$5.00

Every Active Member Guaranteed to Win

The First Five Members securing the largest credits at the conclusion of the competition will receive the choice of five grand awards, according to the standing in which they appear.

All active members will receive a Consolation Prize, announcement of which will be made later.

CONSOLATION PRIZES

A number of prizes will be announced near the end of the competition, which will assure every Active Worker, not receiving a grand prize, suitable remuneration for results produced.

SPECIAL PRIZES

Each week a Special Prize will be given to the member who secures the best results for the week, in addition to the grand prize and consolation prize awards.

RULES AND REGULATIONS

- 1—Any reputable man, woman, boy or girl is eligible to join the club.
- 2—No employee of this newspaper or member of an employee's family may enter the competition. This does not apply to news dealers or correspondents.
- 3—This club is for individuals—not organizations.
- 4—Winners will be decided by their credits, said credits being represented by votes issued for subscriptions.
- 5—Club members may work where they please, collecting back subscriptions and renewals as well as new, vote credits will be issued on all.
- 6—Cash must accompany all subscriptions where credits are desired. Each club member is an authorized agent of this newspaper. Each club member will be RESPONSIBLE FOR MONEY and remit amounts in full to the club headquarters.
- 7—Credits are not transferable. One member cannot withdraw in favor of another.

prize. However, missed reports may be made up when the member desires to do so.

12—This newspaper reserves the right to offer special credits any time during the competition and to correct typographical errors that may occur in any of its announcements.

13—No statement or promise, either written or verbal, must be given by anyone varying from the rules set forth will be recognized. All questions concerning the club will be settled by the club manager according to rules and his decision will be final and conclusive.

14—The management reserves the right to alter or add to above prize list, except that value of prizes will not be reduced. Also to substitute any prize with a cash commission not exceeding 50 per cent or less than 20 per cent of the total cash returns made by any contestant, and to govern the duration of the competition in the best interests of all concerned.

15—In becoming a member or participating in this competition, club members agree to abide by the above conditions.

HOW TO GET VOTES

Schedule of Votes Given For Subscriptions

One Year	1,000 Votes
Two Years	2,500 Votes
Three Years	5,000 Votes
Four Years	7,500 Votes
Five Years	10,000 Votes
Count Double Votes For Each Year New Subscription	

Save These Coupons 100 FREE VOTES FOR Name of Contestant

Name of Contestant

In each issue during the competition. Start saving these now if not for yourself, for your favorite member.

This coupon, when neatly cut out and mailed or brought to Competition Headquarters, will count for the person whose name is written above.

For Full Information, Entry Forms, Receipt Books, Etc., Call, Write or Phone No. 11.

SIMCOE REFORMER and THE NORFOLK OBSERVER

R. L. TAYLOR, Club Manager

NEWS FROM NORFOLK'S VILLAGES

POSTPONED DEBATE TO BE HELD MAY 3

Due to unfavorable weather conditions and the illness of one of the debaters, the debate, "Resolved that the consolidated school system is better than the present day system," was postponed and will be held in the Walsh hall on Thursday evening, May 3rd. Mr. Harold Bays and Miss Jessie Hooper of Forestville will take the negative side, while Mr. Herb. Beagle and Mr. Jack Boughner of Walsh will take the affirmative.

SAND STORM

Charlottetown was visited with an old-fashioned sand storm on Friday when a strong wind piled sand in drifts, like snow, in places. Some have expressed it was a blessing that tobacco planting had not started as the storm in its fierceness would have done considerable damage.

WEST WALSH B. Y. P. U.

What may be considered one of the best B. Y. P. U. meetings of the West Walsh B. Y. P. U. was held in the school house on Friday evening when Mr. Bob Perry had charge. The attendance was the largest since its inception and the program was one vitally interesting and a credit to the leader. A spiritual song service was led by Mr. Stephen Perry, after which the vice-president, Mr. Fred Crabb, took charge. Mr. Charles Birt, of Walsh, dismissed the meeting in prayer.



When people read about the same goods or service day by day, it impresses their minds and tempts them to buy.

Good advertising makes the public stop, read and desire those things advertised.

The advertising of quality products vanishes sales resistance. Advertisements are trade pullers.

Every business should be advertised. Only those concerns who advertise and let the public know who they are, where they are and what they have, ever get anywhere.

Dealers don't have to wait long to sell well-advertised lines. They are in demand all the time. Well advertised products are always showing a fast growing volume because they are most reliable sellers and render absolute uniformity in quality.

Wise dealers always feature well advertised lines in local advertising because it builds good will.

Better business is built easier when encouraged by newspaper advertising.

WATERFORD STORES WILL OBSERVE HALF HOLIDAY

Waterford stores will close at noon each Wednesday during May, June, July, August and September.

ROBERTS—HERMAN

Waterford—The marriage took place in Hamilton on Saturday, April 21st, 1934, of Miss Irene daughter of Mr. and Mrs. Herman of Hamilton, to Carl, son of Mr. and Mrs. Wm. Roberts, Jr., of Vanessa. After the ceremony the bride and groom left by motor for Niagara Falls and Lockport, N.Y. On their return Mr. and Mrs. Roberts will reside in Hamilton.

POOR CUPID (Goderich Star)

The Russians are an odd people and either very brave or very foolish. Latest reports indicate that they are attempting to legislate on the matter of love. They pooh, pooh, the whole idea of a natural attraction between the sexes and declare for what amounts, practically, to a system of eugenics. This involves examinations, both physical and mental, as a basis for mating. We have an idea that while they may regiment their young into loveless matches, old mother nature will take a hand and eventually carry on pretty much the same as ever.

WATERFORD HIGH SCHOOL CHOIR CONCERT ENJOYED

The splendid singing of Waterford High School Choir and quartette under the direction of Mr. P. Geo. Marshall has won in the past a reputation that guaranteed a large and appreciative audience at its third annual concert given in the Town Hall on Thursday evening. The program on this occasion was quite equal to any previous effort and at least two numbers were the most outstanding the choir has yet presented. These were "Tschaiwsky's 'Lord God of Hosts'" and "Zadok the Priest" by Handel, the intricate harmonies and very high soprano and tenor parts of the former and the florid work of the latter being new fields of conquest.

Principal R. W. Gohsen in introducing the program commented on the capable and generous work of Mr. P. Geo. Marshall to whose untiring and unselfish efforts is due the development of music in Waterford High School to the present high standard.

The character of the choruses was pleasingly varied; the opening numbers being the stirring "Border Ballad" and "Sympathy" by Friml, a lilting, dainty number, Miss Marie Charlton sang the opening solo part in "Come Ye Blessed" in a sweet, full soprano that promises much for the future. Her quality of tone and breath control is exceptional in one of Marie's years.

Another sacred number "Thanks be to God" was given by the choir with strong quiet dignity that was most impressive. The pianissimo singing of the choir always beautiful was particularly so in "Lullaby of Life," while Sir Hubert Parry's "Jerusalem" contributed a patriotic note. Dr. A. D. MacPherson, Chairman of the Board of Education made a short address during the intermission in which he voiced the appreciation of the community of the work of Mr. Marshall through the ten years since music was introduced in the school. The building of the new wing had kept the older students in Waterford, thus improving the choir, and it also provided a place for adequate rehearsals. On behalf of the choir who adore their leader, Miss Margaret Bechtel presented Mr. Marshall with a handsome bouquet of roses and Miss Winnifred Anderson a similar token of appreciation to Miss Mary Schilz of Port Dover, a talented accompanist whose work added much to the success of the program.

The Male Quartette, George Savage, Will McCarten, Charles Kaufman and Fred Barnwell, won new laurels in their singing of "I would I were the Glow-worm" (Londonderry Air) and "Fishing" (homorous) and the always popular "Uncle Moon."

Waterford is fortunate and appreciative in possessing four such pleasing voices and efficient vocalists who under Mr. Marshall's instruction sing with such perfection of tone and interpretation.

The literary part of the program was given by Mrs. Vera Blandford-Rigby L.R.A.M., B.L.I. of Simcoe, whose reading of "Dear Brutus" by Barrie, and "Mon Pier" in French dialect, was of a high order and altogether charming. "One could fairly see the artist at work in the former so well as he depicted, while the vivacious spirit of the little French bride in "Mon Pier" had been surely captured. Miss Rigby graciously responded to no less than three vociferous encores. "God Save the King" brought to a close another red letter event in the history of Waterford High School.

BOARD OF TRADE BANQUET

Jarvis.—The Jarvis Board of Trade banquet to be held next Thursday night, May 3rd, promises to be a great success. The guest speaker will be Mr. W. A. Fry, of Dunnville, past president of the O. H. A. and C. A. H. A., who will speak of his experiences at the Tenth Olympiad, held at Los Angeles. Speeches will be served at 6:30 and the program of entertainment will commence immediately afterwards. Tickets are procurable from Mr. Wilfred Withers, Marshall Roberts, Wm. Hodges, Melvin Church and Thos. Harris.

FORMER DELHI COUPLE MARK GOLDEN WEDDING

Mr. and Mrs. L. C. McConnell, Now of Aylmer, Celebrated 50th Anniversary.

Delhi.—Mr. and Mrs. L. C. McConnell of Aylmer celebrated their golden wedding anniversary on April 21st, in Aylmer where many guests assembled for the occasion. They were married in Delhi by Rev. David Boyd, residing at Lakeview for twenty years when they moved on the old homestead on the Brantford road, Delhi, where they resided for 25 years. They were ardent members of the Baptist Church and both took an active interest in its affairs and were loved and highly respected by all. In 1929 they disposed of their farm and retired in Aylmer. Mr. Carl Wilson of Victoria, who also was present at the original wedding proposed a toast to the bride, while Rev. Allen, Aylmer, proposed one to the groom. Mr. and Mrs. E. K. McConnell presented the couple with a gold vase as a souvenir of the event. An appreciative letter from their church congregation was read. They have one son, Elmer, and one grandson, Walter, of Delhi. Many friends here join in congratulations and best wishes.

FORESTVILLE

Miss J. Reeves was confined to bed with the flu and unable to attend her duties in Simcoe last week.

Everyone reports a very enjoyable evening at the play, "The Red-headed Stepchild," ably performed by a group of Port Rowan young people.

Several from here travelled to Walsh Thursday evening to attend the debate but were much disappointed as it was postponed for a week.

Mrs. C. Reeves and Donald have been ill with flu for the past week.

Mr. and Mrs. B. Carr, Mrs. Miller and Miss Eleanor of Hamilton spent the week-end at the home of Mr. L. Carr.

The Forestville Cemeteries Board announce a meeting the first Monday in May. Matters of importance are to be discussed and a good attendance is expected.

DUTCH-BELGIN CO-OP.

The Dutch-Belgian Co-operative Union, Limited, has received its charter from the Ontario government, constituting Leon Maurice Blondell, Roman Catholic priest, Henri Bouckaert, of Tillsonburg, Jules Plancke, Hippolyte Van Tyghem, Maurice Decoutere, of Walsingham township, Emile Van Der Hoeven and Victor Wiljaert, of Middleton, and several Oxford county tobacco growers to deal in farm requisites and implements, with head office in Tillsonburg.

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NEWS FROM NORFOLK'S VILLAGES

WINDHAM COUNCIL NAMES TOWNSHIP OFFICIALS

Grant Request of Man for Deportation—Lengthy List of Accounts.

Council met as per adjournment. Members all present. Harry Knapp applied to council for deportation for himself and family. Council agreed to request the Department of Immigration to grant his request.

Collector Ross Edgeworth was relieved of taxes amounting to \$47.08, and John Baker, collector, was relieved of taxes amounting to \$32.64.

The following officers were appointed:

Deputy Collectors: Jas. Wilson, H. Fields, G. McNellis, F. Storey, F. Chanda, N. Fraser, W. Winkler, T. McElhone, W. Atlebury, E. McDonald, S. Ryder, E. Bates, Chas. Shaw, R. Pursley, J. Bates, Chas. Miller, H. Stettler.

Fenceviewers: L. Gould, R. Winkler, M. Marshall, N. Clement, Chas. Schooley, Eli Chambers, R. Herron, T. Cunningham, C. Kelham, C. Kitchen, W. Turnbull, H. Colley, R. Griffin.

Sheep Valuers: M. Proper, E. Lee, C. Addison, Ray Wilson, John McCloy, N. C. Butler, E. Chambers, E. McDonald, Joe McCaulley, John Hughes.

The following accounts were ordered paid:

E. Granger, charity accounts, \$31.05; K. H. Stinson, charity, Mrs. Chapman, \$4.32; F. Baker, charity accounts, \$23.28; J. A. 80; Mrs. Kingsbury, charity acts, \$16.04; W. Bell, charity, M. Lambert, \$3.40; C. Barber, charity, M. Lambert, \$5.00; J. B. Michener, charity, \$5.87; House and Grant, charity accounts, \$15.98; Dr. H. B. Downing, attendance, Mrs. G. M. Berryman, \$5.00; Mrs. Geo. Thompson, care of Mrs. Perry, \$10; H. McCall, charity, Mrs. Paulusse, \$3.00; Mrs. R. Barber, charity, E. Vanacker, \$11.65; Mrs. C. Woolley, charity, E. Vanacker, \$3.50; J. Porter, hospital accounts, \$55.62; Mott Bros., ambulance to Brantford, \$3.50; township relief accounts, \$947.93; Mrs. W. R. McConnell, charity accounts, \$43.84; Ross Edgeworth, collector, \$104.27; John Bakes, collector, \$104.27.

Council adjourned to meet May 19th at 10 o'clock a.m.

ODDFELLOWS MEETING

Port Dover.—A large gathering of Oddfellows attended the meeting in the town hall on Tuesday night of last week. The surprise committee in charge of the program had a great many delightful numbers tucked up their sleeves. Bro. Rev. W. H. Butcher of Hagersville gave a very interesting address on "North of 53." Other numbers followed with musical selections from the Y. B. Home Club Orchestra. Tap dancing, duets and humorous readings, clug swinging and sword drills were a feature of the lengthy program.

A solemn note was struck with the one-minute silence observed in remembrance of the late E. P. Bagley.

Lunch was served the some 250 attending, to the Y. B. Home Club Orchestra playing during the lunch time.

HYDRO COMMISSION BUSY

Port Rowan: The Hydro Commission have installed a new wire on the high tension line from Cridland's corner to the station, and have also repaired the primary lines throughout the village. The trees are being trimmed so as to make all the lights visible.



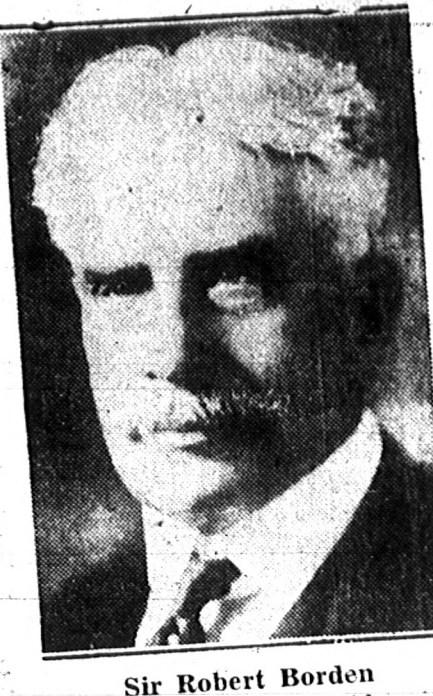
Hon. G. H. Ferguson

It is reported from Ottawa that at least three prominent Canadians will be included in the King's honors list next June. The report states that Sir Robert



Hon. W. D. Herridge

Borden will be raised to the peerage while Hon. W. D. Herridge and Hon. G. H. Ferguson will be knighted. Whether or not Sir Robert's name appears depends on the



Sir Robert Borden

consent of Sir Robert. Also, it is stated that Mr. Bennett is a little hesitant over the political wisdom of conferring knighthoods to Messrs. Herridge and Ferguson.

Two People Hurt When Cars Crash

Broken Shoulder Sustained by Gordon MacInnis in Smash Near Vittoria.

Vittoria.—While returning to their home in Hamilton on Friday evening, Mr. and Mrs. Gordon MacInnis were severely injured in an accident which took place about two miles east of here on the county highway. A truck was parked along the road, allegedly without lights, and Mr. MacInnis failed to see it until he was a short distance away. He swiftly applied his brakes and swerved sharply, the car side-swiping another vehicle coming from the opposite direction and driven by D. A. Langford of Simcoe.

The MacInnis car was turned over on its side in the ditch and was very badly damaged. Slight damage was inflicted on the other vehicle.

Dr. Archibald of Port Rowan who happened to be passing took Mr. and Mrs. MacInnis to Vittoria for first aid and later brought them to Simcoe for further examination. Mr. MacInnis suffered a broken shoulder and other injuries while his wife sustained a broken shoulder blade as well as severe cuts about the head.

At present they are both resting comfortably at the home of Mrs. Thomas Pope here.

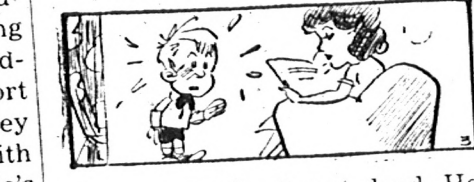
ATTEND CHURCH SERVICE

Port Dover.—The local order of Oddfellows and the order of Rechabites attended divine worship at St. Paul's Church on Sunday evening. Rev. D. J. Cornish had charge of the services.

DINNER STORIES

MISSING DAD

Mother (to small child): "No,



pet, your daddy is not dead. He's joined a golf club."

JUST A WEED

Wife (breaking the news of good-for-nothing brother's arrival): Hector has come to stay for a

few days. Poor boy, he's looking very seedy. Husband: Seedy, is he? Well, he isn't going to plant himself here.

GOOD, BUT NOT ENOUGH

"Am I good enough for you?" signed the fond lover. "No," said the girl candidly. "You're not; but you're too good for any other girl."

"You know, you constantly remind me of Potts." "Of Potts? Good gracious, we're not a bit alike." "No but he owes me half a crown."

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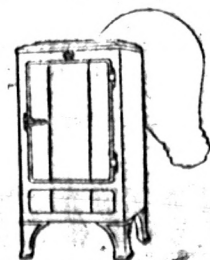
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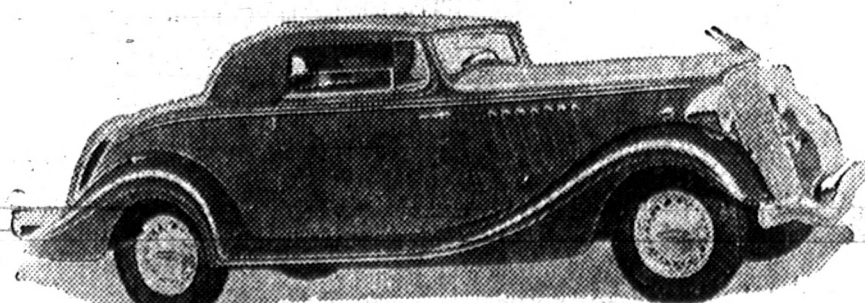
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With dynamic stream lines, rangier, roomier and more massive than its 1933 predecessor, Hudson-Essex of Canada Limited announces a new 6-cylinder Terraplane convertible coupe, shown above.